
Balancing between Outer and Inner Beauty: A New Concept on Female Rubric of Kompas Online Newspaper

Jessy Julia Rachman

Yulia Indarti

English Department, Universitas Airlangga

Abstract

Kompas online is the online version of printed Kompas, one of the largest national newspapers in Indonesia. Kompas online not only includes news about politics and government, but also rubric about women. "Female" is a rubric that discusses everything about women. Since Kompas is not intended for specific gender, the main objective of this study is to reveal the presentation of the concept of beauty in Kompas online from Critical Discourse Analysis perspective. The analysis is based on Van Dijk's three dimensional framework, those are text analysis, socio-cognition of the text producer and socio context. A qualitative research is applied in this study because this analysis needs an intense interpretation to perform a deep signification process. The data of this study was obtained from Female rubric in Kompas Online newspaper in 2013. The result of this study shows that Kompas has two main elements in presenting concept of beauty through the language use; those are physical appearance and personality. The concept of beauty in this media, in terms of physical of appearance, is presented as women with white-skin, long black hair, slim and tall and feminine look. While personality in this study described as smart woman, give significant contribution to the society, high confident, caring person, hard worker, strong will, attractive and friendly. Socio cognition analysis found that woman nowadays described as multit talented and extraordinary. Moreover, in societal analysis, discourses about beauty's concept puts more emphasized in personality at first, and placed taking care of appearance then.

Keywords: concept of beauty, critical discourse analysis, personality, physical appearance, online media

Introduction

The definition of beauty for women is the combination of physical appearance and personality. Mahendra (2006, cited in Wiasti, 2012) stated that these aspect then forms the strength and powerful charm in women who often referred to as outer beauty (physical) and inner beauty. It has been claimed that the definitions of beauty in the twentieth century referring to human physical beauty that are nearly always constructed in terms of outward appearance and sexual attractiveness. However, globalization has impacted to all aspects of our lives. The view of beauty has evolved over time. Baker (1984) states, "a truly beautiful woman makes the best of her physical assets but, more importantly, she also radiates a personal quality which is attractive".

Regarding to the concept of beauty, women's physical appearance and personality change from time to time. According to Rashid (2012) Indonesian perceptions of beauty have been transformed over centuries to replace old perceptions which perceived darker skin as beautiful, conveyed through Javanese literature for example, to current perceptions which dictate white skin as something to be idolized. "An ideal beauty in Indonesia is not the typical brown skin of Indonesian, but those are slim, tall, proportional, flat stomach, tight breasts, buttocks and facial skin" (Melliana, 2006:4).

The changing concept of beauty not only happened to the women's outer beauty but also in inner beauty. The changing concept of inner beauty in Indonesia was mentioned by an Anthropologist, Karin Klenke (cited in Logemann, 2010) that in second half of twentieth century's beauty consider

as "the beautiful modern housewife" as domestic agents. The beauty Klenke studied, however, women's beauty were no mere passive objects but rather agents in their own right.

Concerning on the changing concept of beauty, media hold a big role in shaping people's opinion. The presence of advertisement and market does not only offer body care and beauty products, but at the same time they also offer the concept of ideal beauty image (Wiasti, 2012). Besides that, the advertisements nowadays not only present women in domestic area such as to be housewife in the kitchen or clean the house. However, there are many advertisement and article that highlight women outside the house such as being a business-woman. This study used media, in particular online media, to know the concept of beauty.

The existence of online media in media industry makes some media that have basic in printed media, create the online version to provide their news. In this study, Kompas online or also called as Kompas.com is used as the object of the study. Kompas online is the online version of printed Kompas, the largest and well known national newspaper in Indonesia that has been established over 30 years. Kompas online has more various news than printed one. It adds information which does not only in the form of text, but also images, videos, and live streaming.

An interesting phenomenon regarding to this media is that, Kompas online, at first, had similar content as printed one in presenting news about political and governance. It did not talk about women before. However, in 2009 it provides a space to discuss everything about women through its "Female" rubric. "Female" is a rubric that talks about women such as relationship, lifestyle, fashion, career and parenting. That is why, it is interesting to examine how this online newspaper built the concept of beauty through its articles since Kompas is intended for political issues before. This study seems to suggest the result contradicts the myth that the concept of beauty puts more emphasis on physical beauty than any other consideration.

Concerning the study of women and the media, there are several studies that have already been conducted. The study conducted by Charenina (2009) focused on how women's beauty depicted by girl's magazine in *Girls' Guide to Beauty: A Semiotic Approach in Analyzing the Concept of Beauty on Teenager Girl's Magazine Covers in Indonesia "KaWanku"*. Besides that, the study about women also conducted by Ekowati (2012) titled *The Construction of Women in Anda and Dia Rubric of Men's Health Indonesia Magazine*. Not only in printed media, but in electronic version such as advertisement in Television also could be the possible place to reveal women's representation such as the study conducted by Hoepfner (2006) in *Analyzing the Beauty Advertisement Discourse: Dove's Campaign for Real Beauty*.

None of those three studies mentioned above investigated women in neutral media. Those three studies focused on women in certain media that created specifically for certain gender. Two studies by Charenina and Ekowati used magazine for certain gender to know women's representation, those are girl's magazine and men's magazine. It is said so in Hoepfner's study that used Dove's advertisement since Dove is women's product. On the other hand, this study used online media to know how the concept of beauty presented. That is why, the writer is interested in conduct a research about *The Concept of Beauty in Female Rubric of Kompas Online Newspaper*, since Kompas online is not specifically created for certain gender.

Methodology

The source of data in this study is Kompas online newspaper. It is the online version of printed Kompas, a well known national newspaper in Indonesia that used to publish news about politics and governance issues. Kompas online was formed in the 1997. The new Kompas online established with the theme of "Reborn". This theme is suitable with the concept of Kompas online which does not only present news in the form of text, but also images, videos, and live streaming. There are also some rubrics such as economic, sport, job and career. In 2009 it provides a space to discuss everything about women in the "Female" rubric. These changes increase the number of visitors in KOMPAS.com. In early 2008 it reached 20 million active readers per month, and a total of 40 million page views per month. Using the concept of "Reborn", this online media has successfully attracted readers with its new point of view in writing news such as presenting the concept of beauty.

The writer chose “Female” rubric in Kompas online to analyze the concept of beauty. This study used article taken in 2013. The first article titled “*Zukhriatul Hafizah: Senyumnya Menguasai Dunia*” published on 25th March 2013. That article is were chosen by using purposive sampling technique. The articles was taken by certain criteria such as contains a discussion about Indonesian women; . presents women significant role in society, ,and written by the female journalist.

In analyzing the article for this study, the writer divided the technique of data analysis into several steps by using the theory of CDA-Socio cognitive proposed by Van Dijk (2008). There are three dimension of the text that should be analyzed; the text, socio cognition and social context dimension. In the step of text analysis, the writer divided the analysis into three; those are macrostructure, superstructure and microstructure. In the level of macrostructure, the writer found out the general theme of text. While, in superstructure the writer analyze the scheme of the articles. Then, microstructure level is the last level to analyze the articles semantically, syntactically, stylistic and rhetoric.

After the text analysis, the writer interpreted the data using the theory of Naomi Wolf (2002) about the concept of beauty. Both of them more concerned with intangible personal qualities. In other words, Baker stated that a truly beautiful woman makes the best of her physical assets but, more importantly, she also radiates a personal quality which is attractive. The concept of beauty in terms of physical appearance consider as good-looking. Outer beauty nowadays according to Wolf concerned with women’s white skin, slim body, tall and proportional. Meanwhile, inner beauty according to Baker and Wolf, is manifested through the performance, how they are not less important than their male counterparts. After that, the writer analyzed socio cognition of the texts. In analyzing this level, the writer not only focused on the writer of the articles, but also the institution of the text. The last analysis is based on socio context. The writer found discourses about the concept of beauty for intertextuality of the text.

Textual Analysis

The article titled *Zukhriatul Hafizah: Senyumnya Menguasai Dunia* talked about Zukhriatul Hafizah who is Padang-blooded. It is shown in the sentence “*Perempuan berdarah Minang itu pun lebih banyak berkulat..*” (Paragraph 5, line 2). The topic of the article is about women’s significant role in society. This topic is supported by the presence of subtopics. Subtopics provide information about Fizah’s achievement such as *Gelar Putri Indonesia Lingkungan*, *Duta Masyarakat Tanpa Tembakau*, and *Gelar Miss International Friendship*. The theme above is supported by the use of sheme in the article. This article is opened by the relation of Fizah and environment as Miss Indonesia Environment and her achievement as Miss International Friendship. The journalist wrote this statement in the beginning of the article (lead) to show that Fizah has significant role not only in Indonesia but also in International. The journalist wrote this article chronologically, starts from Fizah’s first achievement as Miss Indonesia Environment until her contribution as a professional, in particular Corporat Secretary in Indonesia Port Corporation. After that, the journalist explains woman’s beauty in terms of personality and physical appearance.

The article started with information of Fizah as Miss Indonesia Environment to impress the readers that Fizah is a smart person. It is already understood that in Miss Indonesia event, the finalists have to have *brain, beauty and behavior*. Besides that, in the sentence “*Persahabatan Zuhriatul Hafizah atau Fizah dengan lingkungan tak mengenal kata usai meski gelar Putri Indonesia Lingkungan telah berlalu lebih dari dua tahun dari tangannya.*” there is an emphasize that Fizah’s role toward environment still continues even though her title of Miss Indonesia Environment was expired. In other words, the journalist wanted to give background that Fizah still give significant contribution for society beside did her responsible as Miss Indonesia Environment. Then, the journalist expresses her meaning implicitly about Fizah’s contribution.

“Dia tidak menyangka akan memenangi hati para kontestan lain. Sebelumnya, Indonesia paling jauh masuk sebagai 15 besar dalam ajang Miss International. Hafizah pulang membawa oleh-oleh gelar Miss International Friendship.” (paragraph 13, line 2)

From the sentence *Sebelumnya, Indonesia paling jauh masuk sebagai 15 besar dalam ajang Miss International*, the journalist wanted the readers know that Fizah's contribution and achievement in Miss International was made Indonesia proud of her. In this case, the journalist showed her point of view that beauty is defined by women's achievement and what they have done to the society.

Beside discussing Fizah achievements, there are also detailed illustration on woman's beauty according to physical appearance, such as in sentences; "*Rambut hitam panjang terurai, tubuh menjulang, dan rekahan senyumnya menyegarkan.*" (paragraph 2, line 3) and "*Matahari kian bergulir ke barat. Hafizah dan sepatu tingginya menjelajahi taman.*" (paragraph 9, line 1)

Those sentences describe Fizah's physical appearance. The description of long black hair is the characteristic of Indonesian women as shown in Javanese literature about Indonesian women's physical appearance (Yulianto, 2007, cited in Al rashid 2012). Besides that, a beautiful woman has slim, tall body in the phrase of *tubuh menjulang*, and feminine look as shown in the phrase *Hafizah dan sepatu tingginya*. A high heel is one of feminine things that often related to beautiful women. It is in line with Hoffman (2012) that femininity includes feminine clothing such as skirts and tight shirts, and heeled shoes. From those sentences, the journalist wanted the readers to know that woman in this article not only has good personality towards society but also good appearances.

To support the dynamic of a beautiful woman, there are more active sentences used rather than passive ones.. It is chosen to deliver certain meaning, The use of active sentences are aimed at making the readers focused on the subject of this article, Zukhriatul. Besides that, what the journalist wanted to highlight by using active sentences is about all the activities Fizah did. So that it raise a valuation that Zukhriatul Hafizah has a very important role as a subject in this article and in the society.

The use of coherence is also employed to support the topic. For example in the sentence:

"Persahabatan Zukhriatul Hafizah atau Fizah dengan lingkungan tak mengenal kata usai **meski** gelar Puteri Indonesia Lingkungan telah berlalu lebih dari dua tahun dari tangannya." (paragraph 1, line 1)

The use of coherence *meski* indicate two different events; Zukhriatul role post the title of Miss Indonesia Environment and her continuous concerns on environment. This sentence illustrates that Zukhriatul still pay attention to environment although she was no longer Miss Indonesian Environment. It means that Zukhriatul has good personality as a caring person. Thus, the aspect of beauty is directed to personality.

"Peran itu membawa Fizah ke daerah-daerah, termasuk Papua, guna mengantarkan pesan, mulai dari isu pemanasan global, kebersihan, hingga udara bersih tanpa asap rokok." (paragraph 5, line 3)

The sentence above has two sentences; Fizah's role (peran itu membawa Fizah ke daerah-daerah) and campaign about environment (mengantarkan pesan, mulai dari isu pemanasan global, kebersihan, hingga udara bersih tanpa asap rokok). The addition of the phrase termasuk Papua has function as conditional coherence. If this phrase is deleted, the meaning of the sentence will not change. The function of that conditional coherence is to deliver certain meaning, that Papua is known as remote area. In this case, Fizah does her responsibility although she has to go to Papua. It is one of strategy to highlight Fizah as a hard worker.

There is also denial in this article to show Fizah's quality as a beautiful woman. Such as the sentence below. as the journalist's strategic in deliver her meaning.

"Sebulan sebelum pergi ke ajang itu, saya sempat tidak percaya diri. Itu tanggung jawab yang besar. Tetapi, begitu tiba di China, saya hanya berpikir mendapatkan momen terbaik dan berusaha semaksimal mungkin," ujarnya (paragraph 10, line 1)

By quoting Fizah's statement, the readers are expected to see Fizah's doubt and how she tried to seize the best moment and tried her best (*saya hanya berpikir mendapatkan momen terbaik dan berusaha semaksimal mungkin*). In this case, the journalist tried to show the readers that Fizah has a strong-will and good self-motivated.

In stylistic element, the journalist's attention is to the style. Style here can be found in the lexicon (word choice) and language choice. In this article, the words sahabat (best friend) and

persahabatan (friendship) are often appeared. The choice of the word *sahabat* indicated that Fizah has high social skill. It is considered as one of person's good personality.

Besides that, there are certain words used to describe a woman's physical appearance such as Rambut hitam panjang terurai, tubuh menjulang, dan rekahan senyumnya **menyegarkan** and Kelengangan membebaskan udara **segar** mengalir. Segar (fresh) is often related to something good looking. It means that freshness in this case related to appearance. The journalist viewed that physical appearance also plays role in attract people's attention.

In addition, the use of conversational style makes a the readers feel closer to the subject of the article. For examples quotes such as "*Ada yang bisa akrab sampai cerita hal-hal pribadi seperti soal pacar dan patah hati, ha-ha-ha. Jadi lucu kalau ingat....*" and "*Kayak guru geografi deh gayanya ha-ha-ha....*" The use of the word *deh*, and inserted the word *ha-ha-ha* indicate that Fizah is a friendly woman and easy to get close to other people.

The Concept of Beauty in Kompas online Newspaper

It is already mentioned that this study aims at revealing the concept of beauty in Kompas online Newspaper. In this study, the writer used the theory of Naomi Wolf and Nancy Baker to know the concept of beauty. Wolf (2002) stated that women's myths about motherhood, domesticity, chastity, and passivity, no longer can manage. In other words, women's personality according to Wolf nowadays is concern with their role and ability to work outside. Meanwhile, Baker stated that women's concept of beauty is about ensuring the balance of personality and physical appearance

In this study, the writer revealed the concept of beauty delivered by the journalist of the article. After analyzing the article it can be seen that the concept of beauty presented is a balance of physical appearance and personality. The achievements are forwarded first and then followed by the illustration of physical appearance. It can be seen from the article that women's personality is including role, ability, and contribution toward the society. Concept of beauty in terms of personality here describe as *smart woman, give significant contribution to the society, high confident, caring person, hard worker, strong will, attractive and friendly*. According to Wolf, women's nowadays are not related with terms domesticity and passivity. What Wolf said about women's personality today is in line with the concept of beauty presented by Kompas online newspaper.

Meanwhile, the concept of beauty also keeps attention to physical appearance. A woman is considered beautiful if she has *long black hair, slim and tall body, feminine looked as wearing high heels and good looking*. It is in accordance to Wolf statement that women's today have slim body, tall and proportional. However, Kompas online still adopted the characteristic of Indonesian women by defining women's beauty with long black hair. According to Yulianto (2007) black hair is the characteristic of Indonesian women. Thus, the concept of beauty presented in Kompas online contains two elements; those are personality and physical appearance. Women consider beautiful if they show the balance of their good personality and physical appearance.

Socio Cognition Analysis

The writer of the article titled *Zukhriatul Hafizah: Senyumnya Menguasai Dunia* used in this study is a woman named Indira Permanasari. Indira was born and grew up in Jakarta. She graduated from Parahyangan University, Bandung, majoring International Relationship. Before joining Kompas, she worked as a journalist in *Femina Magazine*. In 2003 she joined Kompas newspaper and takes on humaniora desk. Indira is one of members of *Ekspedisi Cincin Api*. In this expedition, Indira is one of two women's member since the members are mostly men. In this case, Indira known has high spirit in climbing mountains although she had never climb before (Kompas website).

Indira's writing in Kompas online is mostly about women. It is suitable with her desk as humaniora desk. In this study, the writer found out that Indira used some strategic to deliver the concept of beauty in two terms; those are personality and physical appearance. The idea of the concept of beauty nowadays can be seen from Indira's writing products. Not only in the article that was used in this study, but also there are many Indira's writing which highlight women and their extraordinary ability and achievement. In Female rubric focused on women's issues, Indira wrote many issues about beautiful women with their good skill. For example article titled *Energi Awet Muda Dari Pikiran*,

Citra Natasya Menjadi Duta Budaya lewat Tari, Djembar Djungjunan: Kelembutan Seorang Stunt Rider, and others writing about women's issues are mostly talk about women and their personality in terms of skill, role and achievements. In her articles, Indira used role schemas. It is described as how the journalist sees and illustrated someone's role and position in society (Eriyanto, 2001).

Indira's first career in Femina Magazine considers brings considerable influence in Indira's writing. Femina is magazine that created specifically for women. It means that this media contains discussion about all of women's issues. Even tough, Indira wrote article for Kompas online, media that is not created for specific gender, she has feminists narrative to highlight women's personalities. Indira build the meaning that woman's personalities nowadays are improved more than the past. However, she did not neglectful women's characteristic as caring and soft, and keep attention to their appearance. What the journalist wants to emphasize in defining beauty here is *multitalented woman*..

The institution also plays significant role in building certain meaning through its articles. Kompas online brings its new theme "reborn". This theme defines as something new and appears again. It is suitable with the theme, that the concept of beauty built by this media is one to emphasize the new concept of beauty without forgetting the previous concept. It is shown from the use of Indonesian woman's hair characteristic combined with western beauty in describing woman's physical appearance. The changes of personalities is shown that Kompas online wants to deliver the new concept of beauty in terms of personality. Woman is not related with passivity and domesticity however woman still has feminine side such as caring or nurture. Moreover, Kompas online was build with a new spirit "*Rayakan Perbedaan*" (*Celebrate the difference*). The difference here illustrated with the description of the changes of woman's personalities. Woman is not related with passivity and domesticity however kinds of important role and achievements.

Societal Analysis

In this analysis, the writer elaborated power and access. Power is used because media dominate our society. According to media domination, discourse about the concept of beauty presented in media could influence people's opinion.

To know the concept of beauty presented by online media, the writer used others online media such as detik.com, the Jakarta post.com, Republika online and others media that has printed base.

The articles about beauty in the Tribun lampung online for example, discussed about beautiful woman and her personality. In the article titled *Maria Selena: Wanita Indonesia Terkenal Ramah* (13th January 2013) indicates that this article discussed about Indonesian women as a friendly one. This media highlight woman's personality as shown in the title.

Another article about beauty is presented by The Jakarta Post. This media has the same point of view in focusing woman's personality. As shown in the article title *Beauty is not just skin deep* (17th February 2013). The title of this article seems to break the old adage 'beauty is just skin deep' that focused on physical appearance only.

Thus, the discourses about beauty nowadays are different to the last concept in which focused on physical appearance only. A woman consider beautiful if she manage the balance of her personality and physical appearance, even put more focused on personality.

Conclusion

In this study, the use of CDA theory by Van Dijk reveals a new point of view toward the concept of beauty. Kompas online brings the readers to the new concept of beauty. Most of articles in Kompas online focused on women's issues highlight women's personality. Personality here divided into women's role, contribution and ability to the society. Besides that, there are descriptions about woman's new personal attitude such as strong-will, hard worker, caring, and high confident. However, Kompas online still describes subjects' physical appearance beside their personality. Kompas online suggested that physical appearance also holds role in defining concept of beauty. Good-looking attract other people to keep attention to the women. Woman's beauty in this study defined as multitalented and extraordinary. Thus, puts more emphasized in personality and take place

physical appearance then is the concept of beauty according to Kompas online Newspaper that has no narrative feminist base.

References

- About Kompas. (n.d.). Retrieved november 12, 2012, from KOMPAS: www.kompas.com
- Charenina, K.M (2009). Girls' Guide to Beauty: A Semiotic Approach in Analyzing the Concept of Beauty on Teenager Girl's Magazine Covers in Indonesia "KaWanku". Unpublished thesis, Airlangga University, Surabaya.
- Ekowati, R. (2012). The Construction of Women in Anda dan Dia Rubric of Men's Health Indonesia Magazine. Unpublished thesis, Airlangga University, Surabaya.
- Eriyanto. (2001). Analisis Wacana: Pengantar Analisis Teks Media. Yogyakarta: LKIS
- Ferika. (2013, January 13). *Maria Selena: Wanita Indonesia Terkenal Ramah*. Retrieved March 7, 2013, from Tribun Lampung: <http://tribunlampung.com>
- Hoepfner, M. Y. (2006). Critical Discourse Analysis Analyzing the Beauty Advertisement Discourse: Dove's Campaign for Real Beauty. Europa Universität Viadrina.
- Hoffmann, M. (t.thn.). *Teaching with Feminist Contradictions The Debate of Dress in Theory and Practice*. Retrieved May 15, 2012, from Academia.edu: <http://www.academia.edu/632987/>
- Klenke, Karin. (2010). In Jan Logemann. Globalizing Beauty. Retrieved April 10, 2012, from German Historical Institute: <http://www.ghi-dc.org>
- Mahendra. (2006). In Ni Made Wiasti. *Redefinisi Kecantikan Dalam Meningkatkan Produktivitas Kerja Perempuan Bali, Di Kota Denpasar* (pp.11). Unpublished thesis, Udayana University, Denpasar
- Masters, A. (2013, February 17). *Beauty is not Just Skin Deep*. Retrieved March 7, 2013, from The Jakarta Post: <http://thejakartapost.com>
- Melliana, Annastasia, 2006. Menjelajahi Tubuh Perempuan Dan Mitos Kecantikan. Yogyakarta: LKIS.
- Made Wiasti, Ni. (2012). *Redefinisi Kecantikan Dalam Meningkatkan Produktivitas Kerja Perempuan Bali, Di Kota Denpasar*. Unpublished thesis, Udayana University, Denpasar.
- Nurchayanti, E. (2005, July 15). *Kecantikan Sejati Wanita Indonesia*. Retrieved May 24, 2013, from DetikHealth: <http://health.detik.com/read/2005/07/15/184827/403857/177/kecantikan-sejati-wanita-indonesia>
- Rashid, H. A. (2012). Putih Cantik-Persepsi Kecantikan dan Obsesi Orang Indonesia Untuk Memiliki Kulit Putih. *Australian Consortium for In Country Indonesian Studies (ACICIS)* .
- Sondakh, A. (2006, February 7). *Puteri Indonesia*. Retrieved May 24, 2013, from 4B's: Brain, Beauty, Behaviour, Blessed: http://angelinasondakh.blogspot.com/angelina_sondakhs_diary/2006/02/puteri_indonesi.html
- Van Dijk, T. A. (2008). *Discourse and Context A sociocognitive Approach*. Cambridge: Cambridge University Press.
- Wolf, N. (2002). *The Beauty Myth*. New York: Harpers Collins Publisher.
- Yulianto, Vissia Ita. (2007). *Pesona Barat. Analisa Kritis Historis tentang Kesadaran Warna kulit di Indonesia*. Yogyakarta : Jalasutra